

**ANALISIS PREFERENSI CALON MAHASISWA TERHADAP PROGRAM STUDI
DENGAN MENGGUNAKAN COCHRAN Q TEST DAN ANALYTICAL HIERARCHY
PROCESS (AHP).**

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ABSTRACT

We use decision making theory to know hierarchy structure of consumer decision. By using Cochran Q test and analytical hierarchy process (AHP), we analyse 68 students candidate which are searching department. Three factors becoming especial consideration of student in choosing department are cost factor with sub factor expense of study, according to aspiration factor with sub factor according to aspiration, easiness factor of selection with sub factor availability of department information,

Keyword; Student Preference, Cochran Q test, Analytical hierarchy process (AHP).